



# P2 Workshop CABDA Midwest



*Join the NBDA and fellow retailers in a workshop focused on profitability and peer to peer learning. This 1 day intensive event includes specific meeting time to dive deep into key issues facing retailers today. Group discussions on Business Foundations, Store Layout and Design, Service Center Profitability, Staffing and Customer Acquisition combined with small group sessions will allow you to deeply analyze your retail location, learn from others, and walk away with insights to grow profitability and drive your business into the future.*

## **Tuesday February 7th, 8am - 5pm CST, Board Room Schaumburg Convention Center**

8:00 - 8:15 am- **Welcome-** Getting the most out of the Workshop

8:15 - 9:30 am- **Introductions**

9:30 - 10:15 am- **Business Foundations-** During this presentation the moderator will lead an interactive conversation. Topics will include the following: Mission Vision, Guiding Principles, Culture, Your unique Story

10:15 - 10:45 am- **Small Group Breakouts Business Foundations Work**

10:35 - 10:45 am- **Working Break**

10:45 - 11:30 am- **Store Layout and Design-** During this presentation the moderator will lead an interactive conversation. Topics will include the following: Space utilization including areas designated for non-retail, i.e. service center, fitting area, food and/or beverage. Specifics will include fixturing, traffic flow, displays, cash and wrap and how they lead to the intended rider experience.

11:30 - 12:00 pm- **Small Group Breakouts Store Layout and Design Work**

12:00 - 12:45 pm- **Lunch**

12:45 - 1:30 pm- **Service Center Profitability-** During this presentation the moderator will lead an interactive conversation with focus on the following: Service Center Design and layout, Service offerings and pricing, Service writing and scheduling

1:30 - 2:00 pm- **Small Group Breakouts Service Center Profitability**

1:50 - 2:00 pm- **Working Break**

2:00 - 2:45 pm- **Staffing-** During this presentation the moderator will lead an interactive conversation with focus on the following: onboarding, training, wages, diversity, culture.

2:45 - 3:15 pm- **Small Group Breakouts Staffing**

3:05 - 3:15 pm- **Working Break**

3:15 - 4:00 pm- **Customer Retention and Acquisition-** During this presentation the moderator will lead an interactive conversation with focus on the following: marketing, Services offered, events, community engagement, and data.

4:00 - 4:30 pm- **Small Group Breakouts Customer Retention and Acquisition**

4:30 - 5:00 pm- **Workshop Wrap up-** During this presentation the moderator will lead an interactive conversation with focus on addressing any open questions with time allowed to set personal goals for the coming year.

## Registration and how to prepare:

### Registration:

- Space is limited to 20 retailers - sign up soon!
- Workshop fee is \$350, retailers who join an NBDA P2 group following the workshop can deduct the workshop fee from their first month's program dues.
- Registration fee includes meeting facilities, moderator, break refreshments, and lunch. Travel and accommodations not included.
- All registrants will be asked to sign an NDA
- NO refunds are provided for cancellations or no shows.

### In General:

- This is an interactive workshop- come ready to share your personal wins and challenges; with questions and ideas on how daily actions as owners and managers help or hurt your business profitability
- Be ready to 'ask the retailers', while we are united, ask your fellow P2 workshop members about their perspectives or approaches.
- Upon registration retailers will be contacted by the NBDA to "prepare" for the event.